



IPD services for European tour operators

DISCOVERING NEW DESTINATIONS
SUSTAINABLE TOURISM OFFERS



Europe on the move

**LONG-DISTANCE TRAVEL
INCREASINGLY POPULAR**

Tourism is a growing business sector worldwide. By 2030, it is estimated that it will have grown to a volume of 1.8 billion tourists every year. Consequently, long-distance travel is becoming increasingly popular, and tour operators are on the lookout for new, attractive destinations.

The Import Promotion Desk (IPD) assists you in expanding your portfolio to include unusual travel offers. Discover the tourist potential in emerging and developing countries!

Sustainable travel is in vogue.



A healthy climate, sunny beaches, unique natural landscapes and a wide range of cultural treasures – emerging and developing countries offer tourists optimal conditions for cultural trips or adventure travel.

Many travellers from Germany and throughout Europe wish to have tourist offers that are attuned to the nature and culture of the host country. They want to be environmentally friendly and socially compatible on their travels, and therefore sustainable tourism is very much in demand.

In order to meet the growing need for sustainable tourist offers, European tour operators must have reliable local partners. The IPD supports you in your search and liaises selected tour operators for you in the partner countries Ecuador, Nepal and Tunisia.

**THE IPD LIAISES
RELIABLE LOCAL PARTNERS**

The local tourism companies offer a rich variety of products customised for the European market. All providers are thoroughly evaluated and have been trained in the requirements of the EU travel market.

**DISTINCTIVE TOUR OFFERS
OFF THE MASS TOURISM TRACK**

Our partners' travel offers are customised, distinct from mass tourism, and sustainable in their philosophy. They organise group and individual tours as well as travel offers for families, singles, best agers, or travellers with disabilities.

OUR PARTNER COUNTRIES

- + Ecuador
- + Nepal
- + Tunisia



More tourism for more prosperity

PROMOTING SUSTAINABILITY

The IPD has a developmental objective and is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

SUSTAINABLE TOURISM IS TO EVERYONE'S BENEFIT

In promoting sustainable tourism, the IPD supports its partner countries in developing their infrastructures, creating jobs, and increasing incomes. As a labour-intensive segment, the tourist sector makes an important contribution towards economic development.

The IPD's win-win strategy



The IPD acts as a hinge between European tour operators and tourism service providers in selected emerging and developing countries.

Both sides benefit from their cooperation with the IPD. Travel providers in developing countries receive support from the IPD for the improvement and quality management of their touristic products and services.

Of benefit to tour operators in Germany and throughout Europe is the qualitative pre-selection of reliable tourism service providers in the IPD's partner countries.

Well informed, reduced risk, optimised offers!

OUR OFFER

- + Cultural/study trips
- + Adventure travel
- + Active/sports travel
- + Culinary travel
- + Wellness/
recreational travel
- + Special needs travel

RESEARCH, NEGOTIATIONS, QUALITY ASSESSMENT – THE IPD SAVES YOU TIME AND MONEY

With the IPD, you cut costs for the time-consuming and staff-intensive search for suitable incoming agencies as well as for the quality control of products.

In addition, risks are involved in deciding which new partner to cooperate with.

The meticulous pre-selection of travel providers in accordance with fixed criteria helps you minimise the risk of wrong decisions in selecting your overseas cooperation partners.

Tailor-made services for the tourism sector



The IPD assists you in identifying suitable travel providers in its partner countries – geared to the needs of your tourism offer.

MARKET INFORMATION The IPD supplies you with information on both country and sector for tapping new tourism markets. Interested product managers thus enjoy the benefits of our know-how and our local networks.

CONTACT BROKERING In the context of trade fairs, the IPD initiates new business contacts for selected tour operators. We also organise FAM trips for you to our partner countries. This allows your product managers to assure themselves on site of the quality and sustainability of the touristic offers.

European tour operators

BENEFITS

- + Contacts with sustainable tourism service providers
- + Reduced time and costs thanks to careful pre-selection and quality control of touristic services offered
- + Improved know-how through qualified expertise

IPD services

MATCHMAKING

- + B2B meetings at fair trades
- + FAM trips
- + Road shows

MARKET INFORMATION

- + Professional publications
- + Seminars/workshops

Partner companies

OPPORTUNITIES

- + Access to the European tourism market
- + Strengthening the local tourism sector
- + Development of business competence

Contact us. We provide you with reliable advice.

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Get in touch with us.

We will connect you with sustainable service providers.

You will find detailed information about the IPD and its individual services at: www.importpromotiondesk.de



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